

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.41

POTTER'S

ANNUAL CATALOG

OF

Small Fruit Plants

Strawberry, Raspberry
Blackberry

1940

FROST PROOF

Will stand more frosts than any
sort we have ever known

CATSKILL

A sure cropper,—one of the largest and
most productive of the mid-season berries

Grown and Shipped by

E. W. POTTER

LESLIE

MICHIGAN

LIBRARY
RECEIVED
FEB 26 1940 ☆
U. S. Department of Agriculture.

GEM (Per.)

The wonderful new variety. You can pick big, red, deliciously flavored berries 100 days after setting. They are a real money chop. Every year more growers are finding Everbearing strawberries a profitable crop. We believe the crop is well worth trying out wherever good strawberry land is available. They are worth considering as a money crop.

Gem is the best of all the everbearing varieties under our conditions. It will produce more good berries than any of the others. It does not make a large plant like some of the others, but if given a good start by early planting it will make a rank, vigorous growth and produce large fancy fruit. The fruit is large, very uniform and hold their size well throughout a dry season. Their color resembles the Premier. The berries are extremely firm and stand long distance shipping.

Common sense methods, the same cultural practices that are used in growing standard varieties apply to the Everbearers. Start with strong inspected plants; small, weak ones will not do the trick.

Plant early as possible. Late in March or early April will bring best results; however, they can be planted most any time and still bring good results. Start cultivation soon as possible after setting. Keep blossoms picked until July 1st.

Gem make plenty of plants and the strange thing is they produce fruit the first season from new plants. The berries are very sweet, flesh red clear through. Very little sugar is necessary to bring out the flavor. Try a few plants and find out for yourself.

FROST-PROOF (Per.)

A new strawberry with a good record. Late frost last spring killed what was thought to be all strawberries. To our surprise Frost-Proof came through with 75 per cent of a full crop. Premier produced 25 per cent and all others produced nothing. This wonderful new variety is entirely different from all other sorts in some ways. It produces a large white bloom and later turns pink. The hull is very large and also the fruit is extremely large and firm. It will stand more frost than any sort we have ever known and for that reason it was named Frost-Proof.

Plants are large, thrifty, tall and deep rooted; make plenty plants for a good fruiting row. Fruit large, good color and shaped much like Dunlap; quality equal to most of the standard varieties. It is an extremely heavy cropper, will stand shipping better than any sort we know of. Will keep in good condition long after picking. From reports it sure is going to be a winner. Don't make a mistake, try them.

PREMIER (Per.)

No doubt this variety is the most widely planted early sort ever introduced. It is a sure cropper widely adapted and tremendously productive. It has so many good qualities that it spread in popular favor very rapidly and soon replaced most other early varieties, except in the far west or south. Of all the early varieties now being grown Premier stands at the top in sheer hardiness and ability to stand low temperatures.

Premier seems to be practically frost-proof and on this account alone it will continue to be grown in many sections for a long time. Premier is superior to Fairfax and Dorsett in resisting late frost.

Color medium bright red and very attractive with its large green cap that shows off the berry to advantage when placed on the market. Under favorable conditions the berries will run large and uniform in size. Berries are moderately firm and will hold up well for nearby markets. Compared with other varieties they rank well in quality but not equal to Dorsett and Fairfax. Under favorable conditions it makes a good fruiting row. Plants are strong and deep rooted and will stand drought better than some others.

HERE IS OUR SALESMAN

This little catalog goes to you as our only salesman for Nursery Stock. We depend upon your orders for our success. We appreciate early orders. Order now, pay at shipping time. We have tried to make our prices as reasonable as possible and still send you good plants.

We guarantee satisfaction or money refunded. We are offering only the best varieties that have been tried and found to be worthy. For more than 30 years we have been telling you the same story about plants, advising you to set only the best. It pays big to do this if you are interested in profits.

We had a very favorable spring for setting plants so our planting was done early. We have one of the best crops of plants we have ever grown,—well rooted and large. When planning your order for plants this season you should be concerned with the record of the firm from whom you purchase. Our old customers know the kind of plants we send them. New customers ordering from us for the first time we wish to say to them, give us a trial order and find out for yourself. I am sure you will be pleased. We appreciate the orders received the past season.

We wish you a Prosperous year in 1940. As always we will be glad to serve you to the best of our ability when you entrust your orders with us.

Sincerely,

E. W. POTTER.

WILDER CURRANT

Bunches and berries very large. An immense yielder. Moderate acidity, making it fine for jam. None better.

2 year No. 1	each 20c	6—\$1.10	12—\$2.00
--------------	----------	----------	-----------

MARY WASHINGTON ASPARAGUS

The best kind of asparagus that money can buy. If planted on rich soil will produce stalks one inch in diameter. It is crisp and delicious. This variety is rust-resisting, grows fast and comes up thick in rows. We can give you large 2 year plants that will produce quickly.

2 year No. 1	12—35c	25—65c	100—\$2.50
--------------	--------	--------	------------

CULTURE FOR BEST RESULTS

The soil for asparagus must be well drained. Dig trenches about 15 inches deep and 3 feet apart, using plenty of good manure. Set the roots about 18 inches apart, spreading them well. Cover to a depth of about 2 inches, adding more soil until the trenches are entirely filled by the end of the season. A light cutting, if any, should be made the next spring.

SPIREA - VAN HOUTEI

Sometimes called Bridal Wreath. Long graceful drooping sprays. Covered with a mass of white flowers blooming in early spring. Very hardy, much used in landscape work. Grows to height of 5 to 6 feet.

Each—20c	6—\$1.00
----------	----------

CONCORD GRAPES

The leading wine and table grape. The only variety that is supreme for every purpose. Grows on all soils producing enormous crops of high quality fruit. Very hardy. Produces compact bunches 5 to 7 inches long. Berries are bluish black, good quality. Juice is rich wine purple and very delicious for wine.

2 year	each—25c	6—\$1.25	12—\$2.25
--------	----------	----------	-----------

INSTRUCTIONS TO PURCHASERS

ORDER EARLY

It will insure you getting the varieties you want and it will help us to get your plants shipped promptly when you want them.

PLEASE remit by P. O. Money Order, Express Order, Registered Letter or Bank Draft.

LOST ORDERS—

All orders are acknowledged by postal card same day received, but if you should not hear from us in a reasonable length of time after sending an order, PLEASE WRITE PLAINLY, giving full particulars, NAME and ADDRESS.

Once in a while an order is lost, but it usually is caused by the customer failing to give the full address. Therefore, PLEASE WRITE PLAINLY, especially your name.

TERMS: Payment must be made before shipment of plants. If not convenient to remit entire amount when order is sent, remit not less than one-fourth of the amount of the order and your order will be booked and held for you and you can remit the remainder when convenient before shipment of plants.

WE GUARANTEE the safe arrival of plants in good condition if sent by mail or express by May 1st.

WE TAKE the greatest care to have all plants true to name and seldom ever have a complaint, but should any prove otherwise than represented, we will not be responsible for any amount greater than actually paid us for the plants.

CLAIMS, if any, must be made on receipt of plants when they will be carefully examined, and if just, made satisfactory.

FOR OUR RESPONSIBILITY address with stamp the Peoples Bank, Leslie, Michigan, postmaster, express agent, or any official, professional or business man of the same place.

HOW TO GROW STRAWBERRIES

Strawberries are grown successfully on light, sandy soil, and on heavy, clay soil, although—like most other crops—they respond very quickly to fertile well-drained soils that are full of humus.

In selecting a soil, keep in mind that any good garden soil will produce Strawberries. Sod land should be avoided on account of white grubs and cut worms.

If planting a large acreage, it is well to select a field that has been planted to some hoed or cultivated crop, where grass and weeds have been kept down and not allowed to go to seed.

Clipping the roots is not necessary, if you can get the roots into the soil without doubling them up.

WE MAINTAIN OUR GRADE by a careful selection of stock plants and right method of propagation from year to year, that tend with such a soil to produce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

OUR PLANTS ARE FRESH DUG as wanted, nicely trimmed, ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we guarantee safe arrival in good condition by express or mail to all parts of the United States. Plants by freight at buyer's risk.

TRUE TO NAME. We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than amount paid for such stock.

SUBSTITUTION. Early in the season we have everything listed in this catalogue, but late in the season usually sell out some varieties. In case we are out of varieties ordered, please say if we shall substitute some variety of same season, suitable for your locality. We always notify customer if we have time to receive your answer before you wish plants shipped, but in case you do not request us to substitute we shall return the amount for the plants we do not have.

OUR PRICES AVERAGE LOWER than can be found elsewhere when quality of stock and guarantee conditions are considered. Our references for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Department of Agriculture. We invite investigation at all times.

Plant as early as possible—soon as weather will permit getting ground ready.

Be sure to order early. Early setting pays big. The plants start quicker, grow better and make better beds than late set plants. Take pains in setting. It pays.

We plant rows four feet apart. Plants fourteen to eighteen inches in the row.

Set plants on arrival, if possible. Dip the plants in water just before planting.

Plants should be cultivated and hoed as soon as they start growing.

It is Very Important at the first hoeing to uncover the buds of any plants which have been planted too deep.

Cultivate often. Keep the weeds out, and you will be pleased with results.

CULTURAL DIRECTIONS

MATING

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties, which are marked (Imp.) in catalog, should have a perfect variety, marked (Per.) set every third or fourth row to properly pollinize the blossoms of the imperfect sort.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts, but this is not so. The perfect are self-pollenizing and bear as well if set by themselves.

TIME TO SET PLANTS

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring, thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready.

We are anxious at all times to please our customers, who in some way fail to get their plants in the spring, by sending them a few in the fall. However, spring is by far the best time to plant strawberries. Spring planting is preferred because weather conditions are more favorable and because the plants come into bearing the next season. Fall set plants have to go through two winters before they start to fruit and the effect of winter is never beneficial to their plantation. To those who are unfortunate and do not obtain their plants in the spring, we will gladly supply their needs at double the price in catalog.

NORTHERN GROWN PLANTS

A strawberry is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while strawberry will grow and thrive nearly every-

where, the North is its natural home, where it fits the conditions more naturally for a higher development.

WE SHIP PLANTS

to Southern customers during mild weather any time after they receive this catalog, and to the North as late as the 15th of May, but for all sections it is advisable to order early and name date of shipment as early as you can use the plants. Plants shipped early have less foliage, can be packed lighter, and if planted almost always do well.

OUR SHIPPING SEASON

begins with the Southern orders, as soon as frost is out of the ground in spring, often in March. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it to us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

REMOVING THE BLOSSOMS

Strawberry plants that are set out this spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossoms your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

NUMBER OF PLANTS REQUIRED TO SET AN ACRE

1 x 1 ft.....	43,560	5 x 3 ft.....	2,904
2 x 1 ft.....	27,780	5 x 4 ft.....	2,178
2 x 2 ft.....	10,890	6 x 1 ft.....	7,160
3 x 1 ft.....	14,250	6 x 2 ft.....	3,360
3 x 2 ft.....	7,260	6 x 3 ft.....	2,420
3 x 3 ft.....	4,840	6 x 4 ft.....	1,815
4 x 1 ft.....	10,890	6 x 5 ft.....	1,425
4 x 2 ft.....	5,445	6 x 6 ft.....	1,210
4 x 3 ft.....	3,630	7 x 1 ft.....	6,122
4 x 4 ft.....	2,723	7 x 2 ft.....	3,111
5 x 1 ft.....	8,712	7 x 3 ft.....	2,074
5 x 2 ft.....	4,356	7 x 4 ft.....	1,555

THE DESCRIPTION of the different varieties is as they have done with us at fruiting time. Varieties that we have not fruited we have given originator's description, or others, that we consider best authority.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants start quicker, grow better and make better beds than plants set late.

PLANTS WE GROW

AROMA (Per.)

One of the best late shipping berries. It has been and still is a favorite on account of its vigor and productiveness, but most especially due to its bright attractive appearance and excellent carrying quality. Aroma will ship long distances and arrive in market in perfect condition. Berries dark red to the heart and fine quality. Makes good plant row.

CATSKILL (Per.)

This is an outstanding and highly profitable mid-season strawberry. Developed by the New York Experiment Stations and first introduced in 1938. In many sections it has been accepted as the leading and most profitable mid-season berry. The fruit is extremely large and under average conditions the entire crop sizes up well. Some of the larger berries have a rather rough appearance but are of such large size they make a most attractive pack. Their bright red color makes them outstanding in appearance. Both quality and flavor are good. Although Catskill starts ripening about midseason the crop is large and can be picked over such a long season that many growers are using it for midseason and late. Reports received clearly indicate that it is well adapted to all the northern states. The plants are exceptionally strong and make a fine fruiting row.

DORSETT (Per.)

This new variety stands at the top in quality. Better than any other commercial kind except Fairfax which has equal quality. For this reason Dorsett is one of the best for home garden and for local markets. When sold by name buyers will come back for more. Many claim it is as early as Premier but with us it starts two days later than Premier. Fruit somewhat darker than Premier but not as dark as Fairfax. Dorsett lasts through a long season holding on until most of the late varieties are about through. This variety makes very large strong plants and for this reason produces very large berries. They are firm enough to stand shipment to distant markets and arrive in good condition. Dorsett does best in the Northern states.

FAIRFAX (Per.)

An Outstanding Midseason Variety

Quality supreme. This is one berry that should be sold by name. They are so good that when once tasted buyers almost always come back for more. Season for ripening is about one week later than Dorsett or Premier. This variety makes a moderate number of large, strong plants, rather than a great number of small ones. For this reason it produces large, fancy berries. It produces a very heavy crown and makes large, strong fruit buds. It will out-yield many of the old varieties. The fruit is quite dark in color, makes plenty plants for a good fruiting row.

BLAKEWORTH (Per.)

Wherever this variety does well it's a winner. We have reports that it does remarkably well in some sections while in others not so good. It's a good plant maker and produces beautiful fruit, bright red in color, firm and stands up well after picking. Many report it as a good canning berry. Originated with the U. S. Department of Agriculture. Worthy of trial.

OUR PLANTS ARE FRESH DUG AT SHIPPING TIME

GIBSON (Per.)

This is a midseason berry grown quite extensively throughout this state as a market berry because it produces large crops of good size fruit and firm enough for trucking or shipping. Some report is being much like Dunlap. The Gibson produces a large, dark red berry of fairly good quality and holds its size throughout the picking season. Produces just enough plants for a good fruiting row.

SENATOR DUNLAP (Per.)

Midseason, the old stand-by. Best known variety for canning since Warfield was discarded. An old time favorite throughout the Northern half of the country and still grown very extensively all over the country. Dunlap will grow and succeed under nearly all conditions and with any kind of treatment. Berries are medium to large, firm and of delicious flavor. A good plant maker.

KING WEALTHY (Per.)

Very late. There are several so called late varieties but none that we have found are as late as King Wealthy. The fruit is large, handsome, well shaped and dark red. Plants large and deep rooted. It is very firm, making it a good shipper. Makes enough plants for a good fruiting row. You will not be disappointed. Try them.

PEARL (Per.)

Late. A wonderful new, extra-late variety. It can be depended upon to produce both quantity and quality. Because of its late blooming season, it is an ideal variety for frosty locations. It makes an ideal fruiting row. Berries are large, uniform, solid, and red clear through . . . very attractive, with excellent flavor. This variety prolongs your season, and increases your profits. Late berries always bring fancy prices. Try them.

MISSIONARY (Per.)

This variety is best known in the South where it is used almost universal for commercial purposes. Makes plenty plants and produces good size fruit of good quality.

**Our Raspberry Fields Have Been Inspected Twice by the State Inspector
During the Past Summer and Pronounced Free
from Disease Both Times.**

PREMIER

**No crop failures. Heavy yield always.
Large. Handsome**

For best results with Everbearing Strawberries, good strong plants must be used and set early. Keep blossoms picked until July 1st to 15th.

RED RASPBERRIES

CHIEF. Best early, Red Raspberry. This is a new variety which has had sufficient testing in commercial fields to safely place it as one which is going to replace all other early varieties. It could rightly be called an Early Latham, because it resembles that variety in many ways. Equal in quality, it out-yields the Latham. Ten days earlier. Fruit is good, bright red, firm and of excellent quality. The Plants are vigorous in growth, perfectly hardy and seem to be resistant to mosiac.

LATHAM. This grand mid-season variety is winning favor wherever grown, its popularity having spread throughout the entire Middle and Eastern States. Every fruit grower in testing this wonderful variety reports favorably as to the large size and excellent quality of its fruit; its entire resistance to frost during the coldest winters and the enormous quantities of fruit it will produce. It is large, handsome and delicious from the beginning to the last picking.

NEWBURG

The New Red Raspberry was introduced by the New York Experiment Station. Their description says—Berries are large, in fact, larger than those of any other sort; very firm. Color lighter than Latham, slightly coarse in appearance and a little better than Latham in quality. We have fruited them and find they are the largest of all the reds; quality better than Latham, firm and a very heavy cropper. Fed days earlier than Latham.

BLACK RASPBERRIES

CUMBERLAND. King of the Black Caps. Sure money maker. No Black Raspberry is grown as extensively and none has made as much money for Fruit Growers as this wonderful variety. The plants are healthy, vigorous growers, throwing up stout, stocky, well branched canes. Fruit is large, rich black in color, firm and of highest quality. Ripens its fruit in mid-season and continues for three weeks. The Cumberland is less susceptible to disease than most varieties.

LOGAN

New Variety. Ripens 10 days ahead of Cumberland which allows the grower to get on the market ahead of other varieties. The new Logan produces immense crops of jet black berries as large as Cumberland. Does not crumble in picking, stands severe weather conditions without damage. Have only a limited number of plants.

BLACKBERRIES

ELDORADO. We grow and sell only this one variety, because it is so much superior to all others. It is unusually hardy. Have never known it to winter kill or fail to produce a good crop. The berries are large, jet black and of excellent quality. They form in large clusters and ripen well together.

OUR PLANTS ARE FRESH DUG AT SHIPPING TIME

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

TO COMPUTE AMOUNT OF POSTAGE

First ascertain the group in which you are located and then refer to list below, which will tell you the amount of postage to send.

Group 1: Central and Northern Michigan, Southeast Wisconsin, Northern Illinois,
Central and Northern Indiana, Western Ohio.

Group 2: Balance of Wisconsin, Illinois, Indiana and Ohio.

Group 3: Minnesota, Iowa, Missouri, Arkansas, Kentucky, Tennessee, North Carolina,
Virginia, West Virginia, Pennsylvania, New York.

Group 4: North Dakota, South Dakota, Nebraska, Colorado, Kansas, Oklahoma.

Group 5: Montana, Wyoming, Idaho, Utah, California.

Group 1: Add 10c for each 100 Strawberry Plants.

Group 2: Add 14c for each 100 Strawberry Plants.

Group 3: Add 21c for each 100 Strawberry Plants.

Group 4: Add 28c for each 100 Strawberry Plants.

Group 5: Add 35c for each 100 Strawberry Plants.

25 Raspberry or Blackberry Plants take the same postage as 100 Strawberry.
Write for special prices on 3,000 or more plants.

ORDER BLANK

E. W. POTTER,
Leslie, Michigan.

Send to Box.....

Post Office R.F.D.

Ship by Shipping Station.....

County State.....

Date of this Order.....Ship about.....

Amount enclosed:

Check \$.....Money Order \$.....Stamps \$.....Cash \$.....

(Please fill out above carefully)

If we are sold out of anything ordered, may we substitute? If so, what?

[illegible]

ORDER PLANTS NOW — PAY APRIL 1, 1940

Our Plants Are Fresh Dug at Shipping Time

PRICES FOR 1940

All Plants shipped by Express go Charges Collect. If wanted by Mail, add the Postage. (See Table on Page 9.)

STRAWBERRY PLANTS	25	100	250	1000
Aroma	\$.35	\$.85	\$1.60	\$5.50
Blakemore35	.75	1.40	4.75
Dorsett35	.75	1.60	5.50
Fairfax35	.75	1.60	5.50
Gibson35	.75	1.60	5.50
Catskill35	.75	1.60	5.50
Dunlap30	.65	1.40	4.50
Pearl35	.80	1.65	6.00
Missionary30	.65	1.40	4.50
Premier35	.75	1.60	5.50
King Wealthy35	.75	1.60	5.50
Gem40	1.00	2.00	7.00
Frost-Proof40	1.00	2.00	7.00

RED RASPBERRIES	25	100	250	1000
Latham, 1-yr. No. 1	\$.50	\$1.50	\$3.75	\$14.50
Latham, 1-yr. No. 235	1.20	2.75	9.50
Chief, 1-yr. No. 150	1.50	3.75	14.50
Chief, 1-yr. No. 235	1.20	2.75	9.50
Newberg, 1-yr. No. 165	1.75

BLACK RASPBERRIES				
Cumberland Tips, No. 150	1.50	3.75	13.50
Logan Tips, No. 150	1.50	3.75	13.50

BLACKBERRIES				
Eldorado, No. 150	1.75	4.00	15.00

CASH DISCOUNT FOR EARLY ORDERS

10% discount on all orders received during February.

5% discount on all orders received from March 1 to March 20.

You can obtain the above discounts by sending one-half cash when ordering. Balance before shipment is made.

CERTIFICATE OF NURSERY INSPECTION

This is to CERTIFY, That we have examined the nursery stock and premises of E. W. Potter, Leslie, Michigan, and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

LICENSE NO. 119

This Certificate to be void after September 15, 1940.

STATE DEPARTMENT OF AGRICULTURE

Agricultural College, Michigan, September 15, 1939.

GARDEN COLLECTION No. 1

- 25 PremierEarly
- 25 Gem EverbearingFall Bearing
- 25 Frost-ProofMid Season
- 25 King WealthyLate

Special Price, \$1.00 Postpaid

GARDEN COLLECTION No. 4

- 250 DunlapMid Season
- 250 Frost-ProofMid Season
- 250 FairfaxMid Season
- 250 GemFall Bearing

Special Price, \$6.00 Postpaid

GARDEN COLLECTION No. 2

- 50 Gem EverbearingFall Bearing
- 50 CatskillMid Season
- 50 Frost-ProofMid Season
- 50 King WealthyLate

Special Price, \$2.00 Postpaid

GARDEN COLLECTION No. 5

- 25 Chief Red Red Raspberry
- 25 LathamRed Raspberry
- 25 Logan Black Raspberry
- 25 Cumberland Black Raspberry

Special Price, \$1.75 Postpaid

GARDEN COLLECTION No. 3

- 25 CatskillMid Season
- 25 DorsettEarly
- 6 Chief Red Raspberry
- 6 Latham Red Raspberry

Special Price, \$1.00 Postpaid

GARDEN COLLECTION No. 6

- 100 Frost-Proof
- 100 King Wealthy
- 50 Latham Red
- 50 Cumberland Black

Special Price, \$2.85 Postpaid